

Syllabus: Business Intelligence in Sports



SYLLABUS

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TOPICS

- ☰ Module 1: Introduction to Business Intelligence
- ☰ Module 2: Audiences & Fan Segmentation

 **Module 3: Corporate Partnerships and Data**

 **Module 4: Data Visualization & Trends**

Description

The sports industry is currently experiencing growth and becoming a more professional field. In this context, one of the most prominent and future-oriented areas of knowledge: Business Intelligence. It is essential for understanding the direction towards which any sports entity should navigate. Business Intelligence is defined as a cross-sectional area within any sports property, aimed at improving the performance of its various departments and maximizing the institution's revenue. This is achieved through a comprehensive understanding of the market, using data to better understand fans, and optimizing commercial asset inventory. Currently, we believe there is little specific training on Business Intelligence and some confusion with other concepts such as Big Data or Data Science. For this reason, we believe this course can fill an existing gap and provide students with in-depth knowledge of one of the most strategic and relevant areas within the sports industry in the coming years.

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Objectives

To identify points within the sports property to optimize its economic performance and knowledge of its fans.

The COURSE will provide graduates with the ability to work with knowledge, skills and abilities in:

General objective

- Consumer/Fan Insights
- Business Strategy
- Analytical Skills
- Strategic Thinking

They will carry out tasks related to:

1

Fan Segmentation

2

Audience Measurement

3

Management of sponsorship assets

CONTINUE

Addressed to

Professionals in the sports industry or those looking to transition into it. Individuals interested in expanding their knowledge in sports business intelligence.

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Skills

The skills we hope you will develop throughout this course are:

General skills

- 1** **Group and collaborative work:** the ability to work with colleagues in order to accomplish shared goals and to achieve the synergy typical of a high performance group.
- 2** **The capacity of analysis/reflection:** the capacity to methodically examine the different aspects of a certain reality or situation and to carry out an assessment of that situation.
- 3** **Creativity and innovative, knowledge-based solutions:** the capacity to find alternative solutions to existing problems based on formal knowledge.

Specific skills

- Understand and explain data relevant to the sports industry and its global comparison.
- Explain data and incorporate it into commercial strategies using different tools.

- Learn, at an introductory level, the use of Business Intelligence tools such as audience measurement, fan demographics, sponsorship inventory management, among others.
- Define sponsorship and sales strategies.

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Docente experto

- Victor Campos
- Fernando Sotomayor
- Edgar Bascon

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Criteria for participation and approval

Participation criteria

During the month of course, the student is expected to:

- Browse the multimedia contents of each of the modules that make up the course.
- Solve the evaluations assigned in each module.
- Carry out the proposed activities, whether group or individual.
- Take the final exam.

Approval criteria

For the approval of the course, the student is required to complete the (4) proposed activities in the course and pass the final exam. The student must obtain a final score of 70% or more. This grade will be the average between the activities and the final exam.

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Module 1: Introduction to Business Intelligence

BI Fundamentals

The Pillars of BI in Sports

Data Management

How to approach the sports commercial data

The Importance of Business Intelligence in the Team's Strategy

[CONTINUE](#)

Module 2: Audiences & Fan Segmentation

Fan-Centric Approach

Fan Funnel

Fan Profiling and Fan Persona

Fan affinity

Market Research

Audience Measurement

[CONTINUE](#)

Module 3: Corporate Partnerships and Data

Commercial Strategy Solutions

Partnership Prospecting

Sponsorships Package Build-up & Reporting

Asset Management

Sponsorships Asset Construction & Management

Asset Media Valuation

[CONTINUE](#)

Module 4: Data Visualization & Trends

How to Visualize Data

Audiences

Communicate visually the Fan-Centric Approach

Partnerships

Reporting the Commercial Prospecting

Asset Inventory visualisation

Emerging Technology

Key Trends in the Sports Market

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